

# New Order

**Agency:** Waterfront Strategies  
**Office:** Washington  
**Client:** 622 - FF PAC/McAuliffe  
**Product:** 662 - Coordinated  
**Piggyback Product:**  
**Estimate:** 10290 - FF PAC/McAuliffe - 10/28-11/2

**Station:** WJLA-TV  
**Order Type:** Normal  
**Cancel Date:**  
**Received in ePort:** 10/27/2021 11:58:25 AM

**Flight Start:** 10/28/2021  
**Flight End:** 11/02/2021  
**Hiatus:**

**Primary Demo:**  
**Demo 2:**  
**Demo 3:**  
**GRP:** 0.00  
**CPP:** \$0.00  
**GIMP:** 0  
**CPM:** \$0.00  
**Comments:** FF PAC/McAuliffe - 10/28-11/2  
 Separation: 30

**Local/National:** Local  
**Rep Office:** WJLA-TV  
**AE:** Barbara Monares  
**Phone:**  
**OrderID:** 11080876  
**Status:** Forwarding in Progress

**Airtime Dollars:** \$85,350.00  
**Interactive Dollars:** \$0.00  
**Non-Airtime Dollars:** \$0.00  
**Total Dollars:** \$85,350.00  
**Total Spots:** 89

**MarketShare:**

## Weekly Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	10/28	Total				
							Spots	Rtg	CPP	Imp	CPM
1	ThFMTuW 6A-7A GOOD MORNING WASHINGTON 6A	EM	\$525.00	C	30	8	8				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF GOOD-WASH 600A Mo-Fr 6:00a-7:00a IN LPNov/2020LS ON WJLA.											
2	ThFMTuW 7A-8A GOOD MORNING AMERICA 7A	EM	\$1,600.00	C	30	8	8				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF GD MRN AMR-ABC Mo-Fr 7:00a-9:00a IN LPNov/2020LS ON WJLA.											
3	ThFMTuW 8A-9A GOOD MORNING AMERICA 8A	EM	\$1,600.00	C	30	8	8				
4Q21 (sell)											
4	ThFMTuW 9A-10A LIVE W/ KELLY & RYAN	DT	\$400.00	C	30	8	8				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF LVE-KELLY&RYAN Mo-Fr 9:00a-10:00a IN LPNov/2020LS ON WJLA.											
5	ThFMTuW 11A-12P THE VIEW	DT	\$1,050.00	C	30	8	8				

## New Order (Page 2)

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		Code						Spots	Rtg	CPP	Imp	CPM
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF VIEW-ABC Mo-Fr 11:00a-12:00p IN LPNov/2020LS ON WJLA.												
6	ThFMTuW 12P-1P ABC 7 NEWS @ NOON	DT		\$800.00	C	30	6	6				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF ABC7 NWS AT 12 Mo-Fr 12:00p-1:00p IN LPNov/2020LS ON WJLA.												
7	ThFMTuW 1P-2P GMA3	DT		\$650.00	C	30	3	3				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF GMA3-KNOW-ABC Mo-Fr 1:00p-2:00p IN LPNov/2020LS ON WJLA.												
8	ThFMTuW 2P-3P GENERAL HOSPITAL	DT		\$525.00	C	30	3	3				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF GENRL HOSPITAL Mo-Fr 2:00p-3:00p IN LPNov/2020LS ON WJLA.												
9	ThFMTuW 4P-5P ABC 7 NEWS @ 4P	EF		\$800.00	C	30	6	6				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF ABC 7 NWS AT 4 Mo-Fr 4:00p-5:00p IN LPNov/2020LS ON WJLA.												
10	ThFMTuW 5P-6P ABC 7 NEWS @ 5P	EN		\$1,200.00	C	30	6	6				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF ABC7 NWS AT 5 Mo-Fr 5:00p-6:00p IN LPNov/2020LS ON WJLA.												
11	ThFMTuW 6P-6:30P ABC 7 NEWS @ 6P	EN		\$1,800.00	C	30	3	3				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF ABC7 NWS AT 6 Mo-Fr 6:00p-6:30p IN LPNov/2020LS ON WJLA.												
12	ThFMTuW 11P-11:30P ABC 7 NEWS @ 11P	LN		\$650.00	C	30	3	3				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF ABC7 NWS AT 11 Mo-Fr 11:00p-11:30p IN LPNov/2020LS ON WJLA.												
13	ThFMTuW 11:35P-12:35A JIMMY KIMMEL	LF		\$400.00	C	30	3	3				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF J KIMMEL!-ABC Mo-Fr 11:35p-12:35a IN LPNov/2020LS ON WJLA.												
14	ThFMTuW 12:30A-1A NIGHTLINE	LF		\$125.00	C	30	3	3				

# New Order (Page 3)

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		Code	Rate				Spots	Rtg	CPP	Imp	CPM
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF ABC-NITELINE Mo-Fr 12:30a-1:00a IN LPNov/2020LS ON WJLA.											
15	M 8P-10P DANCING WITH THE STARS	PT	\$3,000.00	C	30	1		1			
4Q21 (sell)											
16	M 10P-11P THE GOOD DOCTOR	PT	\$1,500.00	C	30	1		1			
4Q21 (sell)											
17	Th 8P-9P STATION 19	PT	\$3,000.00	C	30	1		1			
4Q21 (sell)											
18	F 9P-11P 20/20 9P	PT	\$1,500.00	C	30	1		1			
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF 20/20-FRI-ABC Fri 9:00p-11:00p IN LPNov/2020LS ON WJLA.											
19	Sa 7A-8A GMA-SATURDAY	RT	\$400.00	C	30	1		1			
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF GD MRN-SAT-ABC Sat 7:00a-8:00a IN LPNov/2020LS ON WJLA.											
20	Sa 8A-9A GMW SAT 8-9A	RT	\$325.00	C	30	1		1			
4Q21 (sell)											
21	Sa 9A-10A GMA SAT 9-10A	RT	\$400.00	C	30	1		1			
4Q21 (sell)											
22	Sa 11P-12A ABC7 NEWS @ 11P SAT/NEWS WEEKL	RT	\$250.00	C	30	1		1			
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF ABC7NEWS11PSA Sat 11:00p-12:00a IN LPNov/2020LS ON WJLA.											
23	Su 7:30A-8A GOOD MORNING WASHINGTON SUN	RT	\$100.00	C	30	1		1			
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF GOOD MRN WA-SU Sun 7:30a-8:00a IN LPNov/2020LS ON WJLA.											
24	Su 8A-9A GMA-SUN	RT	\$450.00	C	30	1		1			
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF GD MRN-SUN-ABC Sun 8:00a-9:00a IN LPNov/2020LS ON WJLA.											

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Line No	Daypart (Program)	DPT				10/28	Total Spots				
		Code	Rate	C/T	Len			Rtg	CPP	Imp	CPM
25	Su 6P-7P 6P WEEKEND NEWS	EN	\$525.00	C	30	1	1				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF ABC NWS-SUN Sun 6:00p-6:30p IN LPNov/2020LS ON WJLA.											
26	Su 8P-9P CELEB WHEEL OF FORTUNE	PT	\$3,000.00	C	30	1	1				
4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORMANCE OF STATION 19-ABC Thu 8:00p-9:00p IN LPPNov/2020LS ON WJLA.											
27	Su 11P-12A 7NEWS ON YOUR SIDE AT 11/SPORT	RT	\$250.00	C	30	1	1				
4Q21 (sell) - ACTUAL LPPNov/2020LS Sun 11:00p-12:00a TIME PERIOD ON WJLA.											
<b>Total Spots:</b> 89											
<b>Cash\$ - Spots: \$85,350.00 - 89    Trade\$ - Spots: \$0.00 - 0    Total Cost: \$85,350.00    Total GRP - CPP: 0.0 - \$0.00    Total GIMP(000) - CPM: 0 - \$0.00</b>											